

Message Text

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TO SECSTATE WASHDC 3770

INFO AMEMBASSY NAIROBI

AMCONSUL JOHANNESBURG

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TAGS: BEXP, SU

SUBJECT: WICHITA WORLD TRADE CLUB IOGA

REF: 76 STATE 298847

SUMMARY: SIX DAY VISIT OF WICHITA WORLD TRADE CLUB IOGA WELL RECEIVED BY GOS OFFICIALS AND PRIVATE BUSINESSMEN. MISSION MEMBERS WERE PLEASED WITH THEIR ACCOMPLISHMENTS. THIS TRADE PROMOTION WAS VERY SUCCESSFUL. EXPECTED SALES WITHIN NEXT TWELVE MONTHS EXCEED \$1 MILLION AND LONG TERM POTENTIAL MUCH GREATER. GROUP BENEFITED SIGNIFICANTLY FROM PRESIDENT NIMEIRI'S RECENT VISIT TO KANSAS WHICH PROVIDED ENTREE TO HIGH OFFICIALS AND RESULTED IN SUBSTANTIAL LOCAL PUBLICITY. END SUMMARY.

1. RESPONSE TO KANSAS TRADE MISSION ENTHUSIASTIC. MEMBERS HAD FOUR FULL DAYS OF MEETINGS WITH GOS OFFICIALS AND PRIVATE BUSINESSMEN PLUS FIELD TRIP TO 2 MILLION ACRE GEZIRA SCHEME AND AGRICULTURAL RESEARCH CORPORATION. TURNOUT FOR KICKOFF RECEPTION HOSTED BY ECONOFF WAS GOOD WITH MORE THAN 100 GUESTS INCLUDING MINISTER OF STATE FOR AGRICULTURE AND AMBASSADOR. GROUP RECEIVED ALMOST DAILY PRESS COVERAGE. MEETING WITH MINISTER OF AGRICULTURE (ACCOMPANIED BY THE AMBASSADOR) SHOWN ON TV NEWS.

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2. ALL COMPANIES EXCEPT ONE INDICATED THAT PRIMARY OBJECTIVES ACHIEVED. ALL FIRMS MADE CONTACTS WITH SEVERAL POTENTIAL AGENTS AND/OR DISTRIBUTORS AND SEVERAL AGREEMENTS SHOULD BE SIGNED SOON. EXPECTED SALES WITHIN NEXT TWELVE MONTHS RESULTING FROM TRADE MISSION \$1.1 MILLION. ONE FIRM GEGAN PREPARATION OF MAJOR

BID FOR AGRICULTURAL IMPLEMENTS DURING MISSION. OPPORTUNITIES LOOK ESPECIALLY GOOD FOR AGRICULTURAL MACHINERY, STORAGE FACILITIES, GRAIN DRYERS, AND WATER WELL DRILLING EQUIPMENT. LONGER TERM OPPORTUNITIES EXIST IN BULK FERTILIZER BLENDING AND LIVESTOCK FEEDING, HANDLING AND SPRAYING EQUIPMENT.

3. TRADE MISSION SCHEDULE INCLUDED FOLLOWING EVENTS:
MEETING WITH AMBASSADOR
RECEPTION
ECONOMIC BRIEFING
BRIEFING AND MEETINGS WITH GOS OFFICIALS
DINNER HOSTED BY MINISTER OF STATE FOR AGRICULTURE
FIELD TRIP TO GEZIRA
NATIONAL DAY RECEPTION
INDIVIDUAL APPOINTMENTS WITH PRIVATE BUSINESSMEN
INCLUDING GROUP MEETINGS WITH SUDAN CHAMBER OF COMMERCE AND SUDANESE INDUSTRIES ASSOCIATION.

4. QUALITY AND NUMBER OF APPOINTMENTS WAS EXCEPTIONAL. GROUP BENEFITED SIGNIFICANTLY FROM SUDANESE PRESIDENT NIMEIRI'S VISIT TO KANSAS LAST JUNE. MISSION WAS RECEIVED BY MINISTERS OF AGRICULTURE, INDUSTRY, AND COMMERCE PLUS MINISTER OF STATE FOR CABINET AFFAIRS IN CHARGE OF SUDANESE-AMERICAN RELATIONS AND SEVERAL OTHER MINISTERS OF STATE. NUMEROUS INDIVIDUAL MEETINGS RESULTED FROM GROUP MEETING WITH TWO LOCAL BUSINESS ASSOCIATIONS.

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5. FIELD TRIP TO GEZIRA SCHEME AND AGRICULTURAL RESEARCH COOPERATION PROVED VERY USEFUL IN UNDERSTANDING AGRICULTURAL AND IRRIGATION PRACTICES. GROUP ALSO VISITED MAINTENANCE SHOPS AND EQUIPMENT TESTING UNIT. SEVERAL INDIVIDUAL FIELD TRIP VISITS TO TWO LOCAL DAIRIES, FLOUR MILL, AND ONE DAY TRIP TO WESTERN SUDAN TO VIEW POTENTIAL WATER-WELL DRILLING SIGHTS DEVELOPED FROM VARIOUS PRIVATE MEETINGS.

6. OVERALL WE WERE PLEASED BOTH WITH COMPOSITION AND LENGTH OF STAY OF MISSION. SEVERAL COMPANIES FOUND EXTENSIVE MARKETS FOR THEIR SPECIALIZED PRODUCTS, BUT TWO LIVESTOCK COMPANIES FOUND MARKET NOT YET DEVELOPED ENOUGH FOR THEIR PRODUCTS. MAJOR PROBLEMS ENCOUNTERED WERE TRANSPORTATION AND HOTEL SPACE. LATTER PROBLEM WHOULD BE SOLVED WITH OPENING OF HILTON NEXT WEEK. FORMER WILL CONTINUE TO BE A PROBLEM SINCE THERE ARE NO AUTOMOBILE RENTAL AGENCIES IN KHARTOUM AND EMBASSY MOTOR POOL

CANNOT PROVIDE MUCH SUPPORT. HOWEVER GOS AND PRIVATE
BUSINESSMAN WERE ABLE TO ASSIST AT LAST MINUTE WHEN
EARLIER ARRANGEMENTS COLLAPSED. MISSION MEMBERS
CONCLUDED THAT 4 - 5 WORKING DAYS WERE REQUIRED TO
ADEQUATELY EXPLORE AGRI-BUSINESS TRADE PROMOTION
ACTIVITIES. BREWER

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